

R. H. Macy & Co.'s Attractions Are Their Own

Macy's

At 517-529 West 35th Street, New York

MACY'S OWN FROCKS AND GOWNS

MANY of the beautiful frocks produced in our workrooms are copied exactly down to the last detail, from masterpieces purchased by us at great expense, especially to be copied of second or third class ones who model in our figures. Models in other cases of materials. These interesting facts have just come from our workrooms.

CHIFFON CLOTH DANCING FROCK, mounted on satin slip, shirred into clusters of cords at girdle, knee, and across bodice, continuing down sleeves; square neck and sleeves bordered with cream lace, pink, blue, maize, lavender, white. **\$19.75**

HAVET MODEL VELVET STREET GOWN, the bodice oddly embroidered with silver; white chiffon yoke, antique silver comes down either side of narrow skirt; long satin girdle, antique silver ornaments; skunk racoon sleeve bands and hem, plum, navy, olive, black. The original model cost \$275.00; our copy **\$49.75**

DRECOLL MODEL THEATRE GOWN, made of bronze satin, tiny satin loops and buttons extending down the centre of the new straight skirt; pink crystal and bronze bead embroideries; Brighton the chiffon kimono blouse, which veils a rose pink chiffon under-bodice; the oblique sash has beaded ends; the original model cost \$223.00; our copy **\$89.75**

DOUCET MODEL VELVET RECEPTION GOWN, king's blue and black stripes; novel overdress effect, outlined by bands of skunk racoon sleeves edged to match; black lace yoke, extending to belt at back; black satin buttons; the original model cost \$189.00; our copy **\$119.00**

WORTH MODEL THEATRE GOWN, gold-embroidered raven blue chiffon tunic, mounted on cream Venetian lace under-dress; pointed back and front, with blue broadcloth hem; a gold neck-cord hangs loose at the back; button-trimmed velvet bands and skunk racoon bands ornament the chiffon; the original model cost \$215.00; our copy **\$149.00**

Copied in Any Color in Ten Days' Time.

CLOTH DRESSES, of serge, broadcloth and fancy mixtures, in a choice of several smart models.

Shirt-waist Models **\$32.00; \$38.00 and \$50.00**
One-piece Models **\$35.00; \$40.00; \$44.00 and \$50.00**

MACY'S OWN EVENING CAPES

EVERY sort of fashionable Evening Wrap that will be worn this year can be found here—the moderately priced products of our workrooms on the premises.

"LIBERTY" EVENING CAPES, made of broadcloth and lined with silk to match; gathered silk-lined hood, silk cord fastening; in all the prevailing evening shades, white and black. **\$15.74**

"AIMEE" EVENING CAPE, made of broadcloth with soft satin lining; sleeve openings at sides, fancy pointed hood lined with satin and folded over shoulders into button-trimmed revers; cadet, pink, nile, lavender, ciel, rose, crimson and black. **\$19.74**

"PRINCESS" EVENING CAPE, made of satin mignonette with silk lining of contrasting color; draped over shoulders into hood effect; heavy tassel at back; huge rosettes in front, all pastel shades and white. **\$37.49**

"MARCHIONESS" EVENING CAPE, a new and decidedly smart draped wrap, rounding away at either side of front; made of satin mignonette and lined with contrasting silk; hood point at back and over shoulders, the latter held by heavy ornaments and forming sleeves; all pastel shades and white. **\$44.74**

"LA LOIE" EVENING CAPE, a full draped model, made of satin mignonette, bordered either side of front with bands of marabout to match; contrasting silk lining; draped hood effect at back; white and pastel shades. **\$49.74**

MACY'S BULGARIAN BLOUSES

ONE section of our workrooms on the premises is given over to the reproduction and adaptation of imported Theatre Blouses. This season's vogues centres in vividly colored Bulgarian and bead-embroidered effects, which we have copied exceptionally well at about one-half the cost of the foreign models. There is no lack of colors or materials to choose from.

CIEL SATIN BLOUSE, veiled with black Chiffon, collarless neck and kimono sleeves, finished with bead and gilt embroidered net bands. **\$12.89**

KING'S BLUE CHIFFON BLOUSE over gold chiffon, gathered into shallow yoke of vividly colored bead and braid embroidery; gold tissue bib, embroidered sleeve bands. **\$20.89**

NAVY CREPE DE CHINE BLOUSE, embellished with dull-toned hand-embroidered plastron across front; yoke and sleeve embroideries to match. **\$30.89**

OLD GOLD CHIFFON BLOUSE, veiled in black chiffon, handsomely embroidered with short iridescent bugles, silver and gold beads; the hand-embroidered nainsook Dutch collar is edged with pleated Valenciennes frills. **\$47.49**

MACY'S OWN DAINY NEGLIGES

WE give fully as much care to the designing of attractive Negliges as though they were not to be worn in the privacy of one's boudoir. Tea Gowns, Robes d'Interieur, Peignoirs, Dressing Gowns, Matinee Suits, Breakfast Sacques, and Dressing Sacques, all made in our workrooms, offer the fastidious woman a pleasing breadth of choice.

WHITE ALBATROSS NEGLIGEE, made with deep sailor collar of polka-dotted foulard, cuffs and sash to match; also made in ciel, lavender and black. **\$6.94**

WHITE ORIENTAL SILK NEGLIGEE, made with deep sailor collar of pin-dotted foulard; wide cuff bands to match and long girdle drawn through loops. **\$9.94**

PINK SATIN MANDARIN ROBE, lined with albatross and fastening to either side; wide Dresden silk borders, heavy silk ornaments and girdle; also ciel, gold, black, Copenhagen, lavender, old rose and wistaria. **\$23.49**

THE "ANGELIQUE" NEGLIGEE, copied from a French model, made of crepe de chine, a voluminous square train edged with silk ball fringe falling over shoulders into surplice folds across front; lavender, ciel, pink, salmon, king's blue, white, black, Copenhagen, gold. **\$23.89**

MACY'S OWN MATTRESSES

MADE in our own factory on the premises—all handwork, filled with sterilized hair in various grades. All the materials used in this work are new, clean and sanitary; we do no renovating, remodelling or repair work.

Grade of Hair, Sizes and Prices:

	12 ft.	14 ft.	16 ft.	18 ft.
No. 3 Mixed Hair	\$9.69	\$11.78	\$13.14	\$14.49
Special S. A. Hair	\$15.49	\$18.89	\$21.14	\$23.76
No. 1 Black Drawings	\$17.34	\$21.14	\$23.67	\$26.67
Super Extra White Drawings	\$23.14	\$28.26	\$31.71	\$35.99

(Extra Mattresses at prices ranging up to \$49.94)

MACY'S UNDERSELLING SUPREMACY

The real consideration that decides for most people the question of where to shop is just plain ECONOMY. For fifty-three years it has been our pride to undersell our competitors in every line of merchandise. The public may ask how we are able to maintain this policy. Because of the FUNDAMENTAL PRINCIPLES OF THE MACY SYSTEM.

1ST: MACY'S MANUFACTURE MORE SHARE OF THEIR OWN MERCHANDISE THAN ANY OTHER RETAIL STORE IN THE WORLD.

We have our own China Factory in Rudolstadt, our own China Decorating Works in Bohemia and in Limoges, France.

A good example of the Macy Factory, and one that you are at all times welcome to inspect, is the China Decorating Shop, the Glass Cutting Plant, and the Optical Workshop on the eighth floor of our building.

Our own Handkerchief and Linen Embroidery Factory is located in Belfast. We operate our own Drug, Chemical and Perfume Laboratory in this city. Our own Shirt Factory, Waist Factory, Millinery Workrooms, Women's Tailoring Shop and Art Embroidery Workrooms, our own Printing Shop, Watch and Jewelry Repair Shops, Photographic Laboratory, Upholstery and Mattress Workrooms are located on the premises.

BY SHOPPING AT MACY'S YOU ARE SAVED, NOT ONLY THE JOBBER'S PROFIT, BUT IN MANY CASES, THE MANUFACTURER'S PROFIT, AS WELL.

2ND: MACY'S SELL MERCHANDISE WITHOUT ARTIFICIAL INFLUENCES. One type of department store is founded upon the theory that people like to have every inducement to buy, such as lavish interior decorations, vast display rooms, free concerts, trading stamps, and various other devices of that sort.

A store of that type assumes that the customers are willing to pay for the heavy expenses of this method of doing business.

Several names will at once suggest themselves to experienced shoppers as representatives of this type of store.

WE believe in doing business with a minimum of expense. Our watchword is "Quality combined with Economy." No elaborate scheme for inducing the public to part with its money will be attempted by Macy's.

WE ADVERTISE ONLY

3RD: MACY'S BUY FOR CASH ONLY. Therefore we obtain our merchandise from five to fifteen per cent. cheaper than a store that buys on credit, as many do.

4TH: MACY'S SELL FOR CASH ONLY. By pursuing this system we save what EVERY OTHER DEPARTMENT STORE IN NEW YORK loses on bad debts, slow pay, and an extravagant credit book-keeping system.

It requires no argument to prove that customers must pay a store's expenses and that therefore the lower these expenses are the more cheaply that store will be able to sell its merchandise. Our expenses, because of our Cash System of both buying and selling, are the very lowest.

MACY'S DEPOSIT ACCOUNT SYSTEM combines (1) THE CONVENIENCE OF A CREDIT SYSTEM.

(2) THE ECONOMY OF A CASH TRANSACTION.

(3) THE INCENTIVE TO SAVE, which is a new advantage possessed by neither the old credit nor the old cash system.

MERCHANDISE MANUFACTURED OR CONTROLLED BY MACY'S

HOWEVER, IN CONJUNCTION WITH THIS SALE, WE ARE OFFERING EXTRAORDINARY VALUES IN ALL DEPARTMENTS.

MACY'S BATH ROBES & GOWNS

MEN'S BATH ROBES, made of the same imported flannels used in making our fine shirts; very light, especially suited for travelling; folds compactly and occupies very little space. **\$7.94**

MATELASSE SILK DRESSING GOWNS, lined with soft mesaline silk and trimmed with heavy silk frogs; made to measure, in plum, gray, garnet and black. **\$55.00**

MERCERIZED ZANANA DRESSING GOWNS, long robe style, braided; lavender, pink and white. **\$11.48**

MACY'S SILVER DEPOSIT WARE

THE factory is on the premises. Artists constantly at work creating new designs. The applying of silver to China and Glass to form rich decorative effects is an art that has only come to be appreciated during the last year or two. It is impossible to give anything like a comprehensive list of the many beautiful pieces in stock. A few selected at random are described below:

VASES—Bearing tasteful rich floral pattern on green glass; 10 inches high, **\$3.96**; 10-inch, **\$4.96**; 13-inch, **\$8.94**.

PUNCH BOWL—One of the largest pieces ever decorated with silver deposit. Handsome scroll design on white china. **\$34.89**

TEA SET—Made of white china. It consists of three pieces, ornamented with a delicate poppy design. **\$27.49**

DECANTER—15 inches high; flower and leaf designs. **\$7.49**

FERN DISH—White china in graceful, oval shape; applied design; flower and leaf pattern. **\$4.96**

WATER PITCHER—Made of glass, decorated with a simple floral border. **\$9.34**

SANDWICH PLATES—Made of glass with dainty scroll and floral pattern; for serving sandwiches or for afternoon tea, light luncheon or supper; 9 inches in diameter, **\$3.69**; 11½ inches in diameter. **\$4.96**

FRENCH CHINA VASES—Made of rich, dark blue porcelain. The shapes, sizes and decorative designs are endless in their variety. No two are alike. Each vase is an artistic masterpiece. Prices range from **\$4.96 to \$18.79**

GLASS PUNCH BOWL—Twelve inches in diameter; the bowl stands on a short pedestal, the whole piece being 11½ inches high. It is decorated with a very rich scroll and floral design. An exquisite centre-piece for the table. **\$32.49**

MACY'S CHINA & CUT GLASS

From Our Own Factories in Rudolstadt, Limoges and on the premises.

OPEN STOCK DINNER WARE

THIS is New York's headquarters for Open Stock Dinner China. Coming directly from our own famous factories abroad, it is sold regularly far under the prices of similar high quality China in other stores.

We carry the largest variety and finest grades to be seen anywhere. Most of our patterns are exclusive and cannot be purchased elsewhere. If you break a dish the set does not remain incomplete. We can supply the missing articles immediately. Another advantage you have in buying open-stock patterns is that you can make up Dinner Sets to serve your individual requirements and increase your set as purse, or needs, increase.

Our Rudolstadt factory has recently produced some exquisite specimens of Copenhagen style china. We are selling them at less than one-quarter what real Copenhagen china costs. China connoisseurs are invited to this sale. Tea Cups and Saucers, Coffee Cups and Saucers, Tea Plates and Breakfast Plates.

"STRAUS" CUT GLASS

JUSTLY famous the world over, The clearness of the blanks and the scintillant brilliancy of the cutting make it above comparison with ordinary so-called "Cut Glass" with which the city is flooded.

The few items described below are only a very small number of the Glassware which you will find in our department. They are selected at random to give you some idea of the variety and completeness of the Macy stock. Note our low prices:

Cream Bowl, 7 inches	\$1.49	Ice Tub	\$2.89
Sugar and Cream	\$2.49	Fern Dish, plated lining	\$3.89
Celery Trays	\$1.97	Water Jug, 2½ pints	\$2.97
Olive Dish, 7 inches, 2 handles	\$2.49	Punch Bowl, 10 in. diameter, separate stand	\$8.93

FINER SPECIMENS OF "STRAUS" CUT GLASS

Salad Bowls, 10 inches	\$5.89	Electroliners	\$9.89
Water Bottles	\$5.89	Punch Bowl and Stand	\$16.89
Fruit Bowls and Plate	\$14.89	Wine Set, 9 pieces	\$31.09
Flower Vase, 14 inches	\$7.97	Water Set, 8 pieces	\$28.77
Cake Stand	\$27.89	Flower Baskets	\$39.89
Cocktail Set	\$49.32	Punch Set, 15 pieces	\$123.89

THE ORIGINAL DEPARTMENT STORE

Macy's

MACY'S LABORATORY

At 517-529 West 35th Street, New York



WE operate a model Drug, Toilet Article, Perfume and Laboratory in this city. Here we compound our own medicines and toilet preparations. We manufacture our own soaps and perfumes, candies and chocolates. Whether you buy a cake of common toilet soap or a Beef, Iron and Wine Tonic, whether you buy our Coffee, our Tea or our Candy, you can depend on it when the article is manufactured in our own Laboratory that its ingredients are of the highest degree of purity and that it has been compounded under conditions of absolute cleanliness.

Every modern contrivance for manufacturing with greater expedition and less handling is installed as soon as it is put on the market. Last, but not least, because we operate our own Laboratory, we are able to sell you these wholesome products at the very lowest price.

Below we enumerate a few of our preparations. The articles were selected at random, merely to be representative of the various lines that our Laboratory produces.

HANDKERCHIEF PERFUMES

OR Flower Odors are particularly true to their originals. The bouquet combinations are compounded by specialists. Many are of our own creation. "Cherie" was copied from a French perfume that sells at \$4.50 for a two-ounce bottle, and if you were blindfolded you could hardly distinguish between the two odors.

Carnation, Cherie, Heliotrope, Jessamine, Peau d'Espagne, Trefle, Violet, White Heliotrope, Frangipani, Jacques Rose, Crab Apple, Jockey Club, Lily of the Valley, New Moon, May, Stephanotis, White Lilac, Yponoxanth, Wood Violet. Each extract is quadruple strength. The bottles in which the extract is sold have ground glass stoppers.
1½ oz. bottle, **24c**; 2 oz. bottle, **64c**; 4 oz. bottle, **140c**; 8 oz. bottle, **240c**.
CONCENTRE PERFUME (Macy). As its name indicates, an extremely concentrated extract; one drop will give a delicate odor to the handkerchief. The secret of making this extract originated in Germany. The process was duplicated in AMERICA, originally in the Macy Laboratory. The extract comes in elongated ground glass stoppered phials, each phial enclosed in a wooden box. Odors: Lily of the Valley, Rose, Violet. **74c**
EAU DE COLOGNE (Macy). Our own formula that has pleased thousands of our customers, keen, pungent, is too well known to require more than mention.
4 oz. bottle, **33c**; 16 oz. bottle, **90c**; 8 oz. bottle, **54c**.
TOILET WATER (Macy). A light perfume for the toilet and bath. Some toilet waters are too mild; our brand is so powerful that many find it suitable for use on the handkerchief. The Toilet Water is sold in 8 ounce bottles with a shaker top. Odors: Violet, Cherie, Trefle, Jessamine, Peau d'Espagne, Carnation, Lily of the Valley, **35c**. Violet odor only put up in ground glass stopper bottles; 16 ounce bottles, **\$1.14**; 32 ounce bottles, **\$1.96**

TOILET REQUISITES

EXTRACT OF WITCH HAZEL (Macy), pint, **17c**; quart, **34c**; half gallon, **64c**; gallon, **\$1.19**
SACHET POWDER (Macy). Odors: Cherie, Violet, Peau d'Espagne, Heliotrope, Trefle, Carnation Pink, Jockey Club; 2 ounce bottle. **32c**
GENUINE COLD CREAM (Macy). Prepared with sweet almond oil. Brands prepared with white mineral oil, a far cheaper and less efficient ingredient, sell for double our price. Cold cream as we make it is the ideal emollient and beautifier for the skin. Small jar, **15c**; ½ pound tin, **29c**; pound jar, **46c**
SUPERFINE TALCUM POWDER (Macy). Carbollated and prepared especially for infants, small box, **5c**; pound tin, **24c**. Borated, where perfume is not desired; small box, **5c**; pound tin, **24c**
VIOLET PERFUMED TOILET POWDER; small box, **12c**; pound tin, **29c**. Cherie Perfumed, original with Macy's Cherie odor compares favorably with that of a French perfume that sells at \$4.25 a bottle. Small box, **15c**

MEDICINAL GOODS

HYPHOSPHITES (Macy); prepared according to the National formula. Prescribed by physicians as a tonic in anemic and other debilitated conditions; 16-oz. bottle. **46c**
EMULSION OF COD LIVER OIL (Macy); this is a palatable mixture of 50 per cent. pure cod liver oil and 50 per cent. of lime and soda, thoroughly emulsified; 12-oz. bottle. **34c**
BEEF, IRON AND WINE (Macy); ingredients best grade of beef extract, citrate of iron and heavy sherry wine. Old reliable tonic; directions on each bottle; 16-oz. bottle. **29c**
CAMPORATED OIL, 4-oz. bottle. **15c**
TINCTURE ARNICA, 4-oz. bottle. **14c**

CANDIES AND CHOCOLATES

FEW articles offer the opportunity for deception in quality that candy does. Many years ago, when we were perhaps the only Department Store to sell Candies, we concluded that to offer the public pure candies we must be obliged to manufacture our own. We have since done so, and can point with pride at the favor that our pure, delicious chocolates have found both in the American Public. Here, as elsewhere, we have every modern device for avoiding handling of the ingredients. Most of all, we demand cleanliness.

MILLE DOLCE CHOCOLATES (Macy). No two pieces alike. This style of packing originated by Macy's. Each box holds about two pounds; our best quality. **99c**
PERFECTION CHOCOLATES (Macy). Best quality, pound, **50c**. For this week, we offer a pound box of assorted chocolates, our best grade, at **49c**
"SWEETHEART" CHOCOLATES (Macy). Each piece heart-shaped, ideal for quality; box holds about a pound. **29c**
CARAMELS (Macy). Each individually wrapped separately; various flavors, some containing nuts, pound. **34c**
CANDIES IN JARS, pure as they can be made. Jars the size generally sold at 25c; all kinds, sticks, drops, tablets, cuts. **12c**

IMPORTED TOILET PREPARATIONS

DELAUNAY CREAM, in Rachel, blanc, rose and chair. **54c**
VELOUTE POWDER, three shades. **67c**
NOUVELLE TEINTURE, for eyebrows, in brown, black and blond. **29c**
TEINTURE INSTANTANEE, blond. **43c**
ROUGE DANIEL PASTE (Onitucos), brown, black or red. **\$1.26**
FACE ROUGE, put up in various forms: small pots, leather travel cases and velvet-covered cans. **49c to \$7.54**
EAU VELOUTEE liquid powder. **\$1.12**
ANTI-RIDES skin lotion. **\$1.09**
DELAUNAY POLIDR DE. **54c**
DELAUNAY ROUGE. **54c**